



CITY OF KIRKLAND

PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT

123 FIFTH AVENUE, KIRKLAND, WA 98033

425.587.3225 - www.kirklandwa.gov

MEMORANDUM

DATE: APRIL 3, 2012

To: DESIGN REVIEW BOARD

FROM: JANICE COOGAN, PROJECT PLANNER

SUBJECT: TOD PROJECT AT SOUTH KIRKLAND PARK AND RIDE- CONCEPTUAL MASTER SIGN PLAN

The following additional information is enclosed for your discussion on April 9, 2012:

- **Conceptual master sign plan graphics**

In her letter Mindy Black with Weber Thompson Architects describes the sign concept for the mixed use portion of the project showing a combination of under canopy marquee, monument and vertical signs. YBD 1 regulations establish that a Master Sign Plan application, review and decision by the Planning Director is required.

King County Metro plans on using the same wood signs that currently exist on site. KZC section 100.15 exempts government agencies from the requirements of the Kirkland sign regulations. The applicant will also need to comply with the sign requirements for portions of the project in Bellevue.

- **Updated elevation plans for Imagine Housing building**

Enclosed are updated elevation graphics for the Imagine housing building based on comments from the Board at the last meeting.

Please bring your April 2, 2012 meeting packet with you to the meeting.

Enclosures:

1. Letter from Mindy Black dated April 2, 2012
2. Imagine housing revised building elevations
3. Conceptual sign plan for mixed use project

WEBER THOMPSON



April 2, 2012

Janice Coogan
Senior Planner
City of Kirkland
123 Fifth Avenue
Kirkland, WA 98033

Janice,

Please see the attached images for our schematic signage standards. We've addressed several locations that will be significant to the project and will present these images at the meeting on Monday night.

METRO Park and Ride Facility

KC METRO plans to use the same style signage currently existing on site. Additionally we are pursuing details for the blade sign over the garage entry as reviewed with the DRC.

Gateway Plaza

The Gateway Plaza will have several retail locations abutting a high traffic pedestrian area. These locations will have a larger banner type sign underneath the canopies to appeal to vehicular traffic and smaller wall mounted signs to address the pedestrian both at the plaza and in the retail colonnade. There will be a monumental way finding sign at the planter near the entrance to the plaza. Additionally, the 'tower' element of the mixed use building at the plaza will have a community message/way finding element at its base and an iconic sign element at the top. The element at the top is a direct response to requests by the DRC to create a landmark element that will signify a greater community space. While this element is not in compliance with the KZC for wall mounted signage, we believe it is integral to the design theme of the gateway plaza and mixed use building. We do not believe the sign code intends to limit community/way finding element at the tower base and propose to exclude this area from the sign calculations.

38th Place Retail

Wall mounted pedestrian scale signage and under canopy signage similar to the Gateway Plaza will be used in this location.

Lobby Entrances

For the mixed use building, signage will be used in the storefront window of the lobby. The Imagine Housing building will use a similar application and a wall mounted sign facing the pedestrian plaza.

Imagine Housing

The Imagine Housing building will integrate 2 vertical marquee signs at the East and West facades. These will be 4 stories tall and are used to modulate the building at the request of the design review board.

Sincerely,

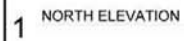
A handwritten signature in cursive script that reads "Mindy Black".

Mindy Black
Weber Thompson

**NOT FOR
CONSTRUCTION**

TITLE
ELEVATIONS
WEST & SOUTH

A4.00



GATEWAY PLAZA



GATEWAY PLAZA

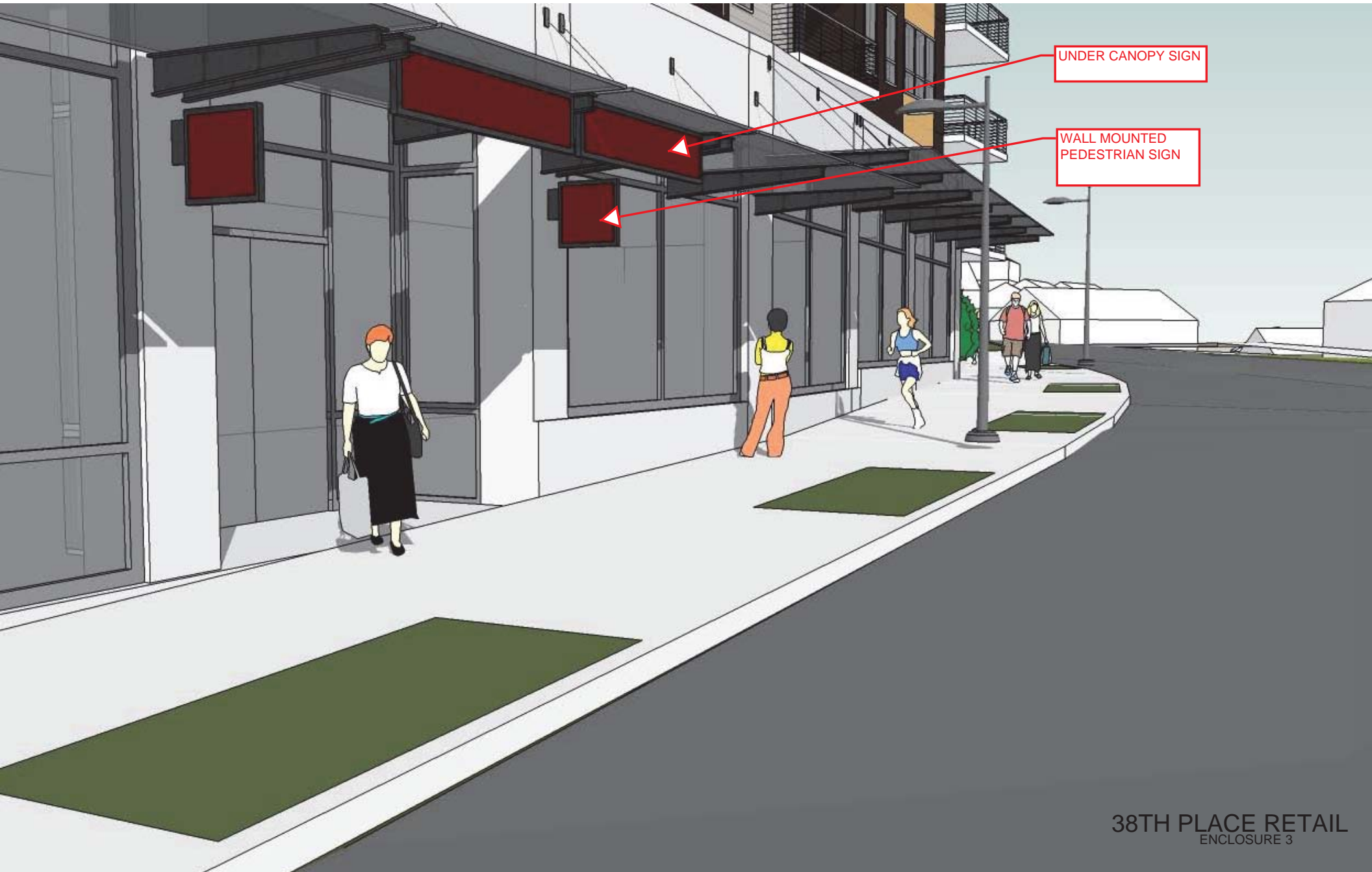


GATEWAY PLAZA

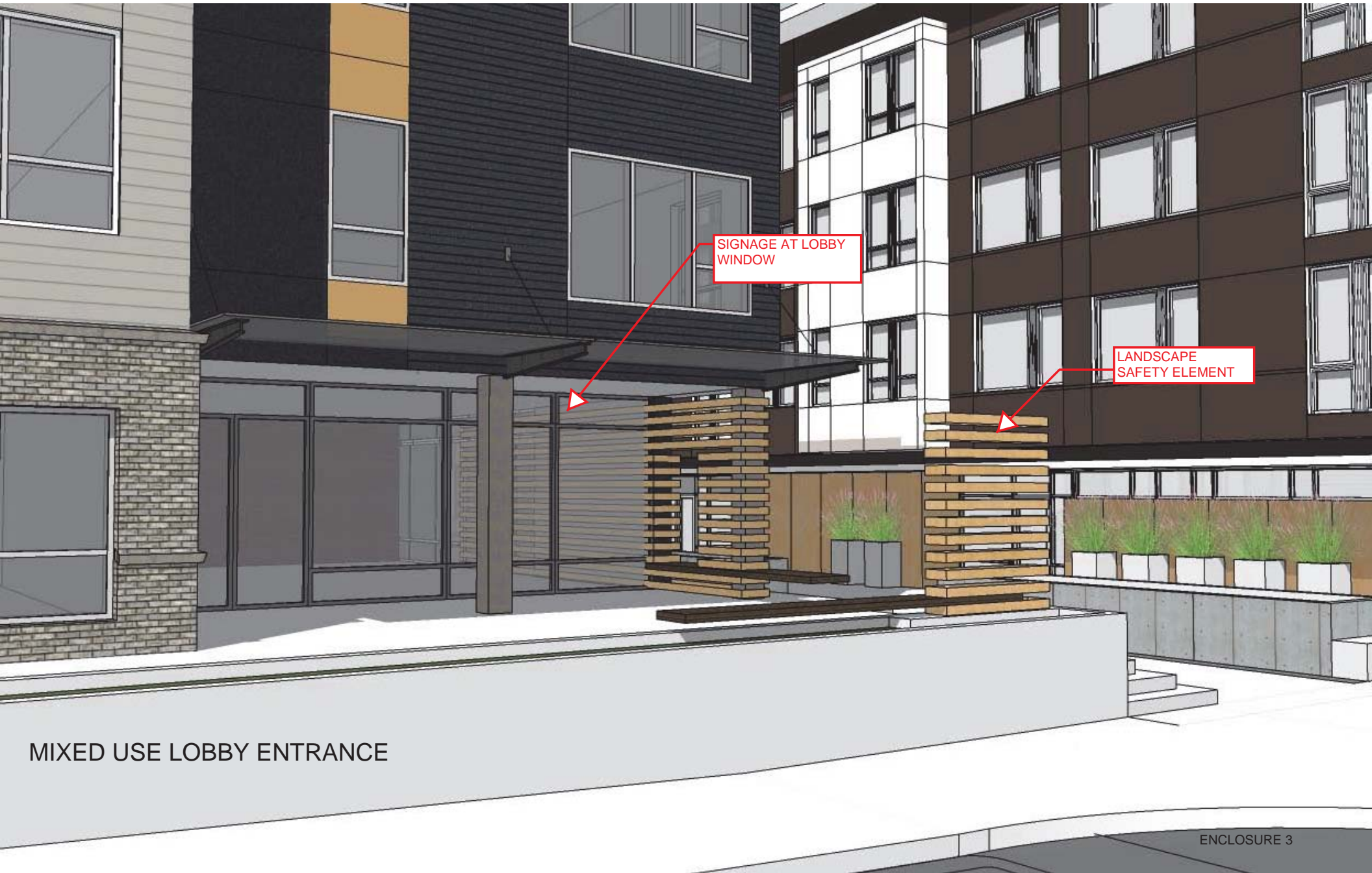


UNDER CANOPY
SIGN

WALL MOUNTED
PEDESTRIAN SIGN



38TH PLACE RETAIL
ENCLOSURE 3



SIGNAGE AT LOBBY WINDOW

LANDSCAPE SAFETY ELEMENT

MIXED USE LOBBY ENTRANCE

ENCLOSURE 3